

FIG. 1



|       |             |        | ı   | ŧ | T             |                        |
|-------|-------------|--------|-----|---|---------------|------------------------|
| MONTH | CUSTOMER ID | GENDER | AGE |   | PROFIT AMOUNT | CANCELLED<br>CUSTOMERS |
| 3     | 00001       | М      | 27  |   | 32,000        | 0                      |
|       | 00002       | F      | 22  |   | 35,000        | 1                      |
|       | 00003       | М      | 31  |   | 27,000        | 0                      |
|       |             |        |     |   |               |                        |
|       |             | •      | •   |   | •             |                        |
|       |             | •      |     | ] |               |                        |
| ļ     |             |        |     |   |               |                        |
|       |             |        |     |   |               |                        |
|       |             |        |     |   |               |                        |
|       |             |        |     |   |               |                        |
|       |             |        |     |   |               |                        |
|       | 00001       | М      | 27  |   | 34,000        |                        |
|       | 00002       | F      | 22  |   | 38,000        |                        |
|       | 00003       | М      | 31  |   | - 28,000      |                        |
| 4     |             |        |     |   |               |                        |
| '     | . [         | •      | •   | _ | •             | .                      |
|       | . ]         | •      | •   | - |               |                        |
|       |             |        |     |   |               |                        |
|       |             |        |     |   | ,             |                        |
|       |             |        |     |   |               |                        |
|       |             |        |     |   |               | ·                      |
|       |             |        |     |   |               |                        |
| 5     | 00001       | M      | 27  |   | 36,000        |                        |
|       | 00003       | М      | 31  |   | 29,000        |                        |
|       | •           | •      | •   | • | •             | -                      |
|       | •           | •      | •   | • | •             | .                      |
|       | •           | •      | •   | • | •             | •                      |
|       |             |        |     |   |               |                        |
|       | L           |        |     |   |               |                        |

FIG.2



[USED DATA] MARCH

[RULE GENERATION ITEMS] CONDITION ITEMS :

GENDER, AGE, PROFIT AMOUNT, PRODUCT MODEL, RESIDENCE

CONCLUSION ITEMS: CANCELLATION STATUS

[LAYER] GENDER :

> MALE FEMALE

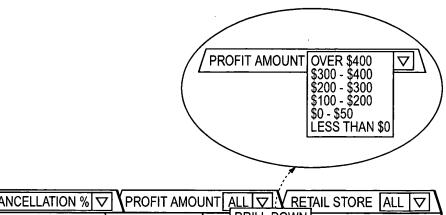
AGE:

UNDER 20 : AGE < 20 20~24 : 19 < AGE < 25 25~29 : 24 < AGE < 30 30~34 : 29 < AGE < 35 OVER 35 : 34 < AGE

FIG.3

| NO. | RULE                                                               | RULE/CONDITION | PRECISION |
|-----|--------------------------------------------------------------------|----------------|-----------|
| 1   | IF AGE = 20~24 & GENDER = F<br>THEN LICENSE = CANCEL               | 54/200         | 27%       |
| 2   | IF PRODUCT MODEL = xyz & RETAIL STORE = A<br>THEN LICENSE = CANCEL | 42/210         | 20%       |
| :   | :                                                                  | :              | :         |





| ANALYSIS ITEM CANCELLATION % \[  \] | PROFIT AMOU |            | TAIL STORE ALL 🗸 🕽 |
|-------------------------------------|-------------|------------|--------------------|
| GENDER                              |             | DRILL DOWN |                    |
| AGE                                 | MALE        | FEMALE     | UNKNOWN            |
| UNDER 19                            | 7           | 13         | 3                  |
| 20~24                               | 11          | 27         | 4                  |
| 25~34                               | 9           | 8          | 2                  |
| 35~44                               | 6           | 5          | 1                  |
| OVER 45                             | 2           | 1          | 0                  |

FIG.5

| ANALYSIS ITEM CANCELLATION % V AMOUNT \$300 - \$400 V RETAIL STORE ALL V |             |        |                           |         |  |  |
|--------------------------------------------------------------------------|-------------|--------|---------------------------|---------|--|--|
| GENDER                                                                   |             |        |                           |         |  |  |
| AGE                                                                      | MALE        | FEMALE | Ξ                         | UNKNOWN |  |  |
| UNDER 19                                                                 | DER 19 7 15 |        |                           | 4       |  |  |
| 20~24                                                                    | 16          | 24     |                           | 6       |  |  |
| 25~34                                                                    | 9           | 9      | SELECT COSTOMER LIST      |         |  |  |
| 35~44                                                                    | 8           | 3      | GENERATE SPECULATION MODE |         |  |  |
| OVER 45                                                                  | _3          | 2      | SPECULATE                 |         |  |  |

FIG.6



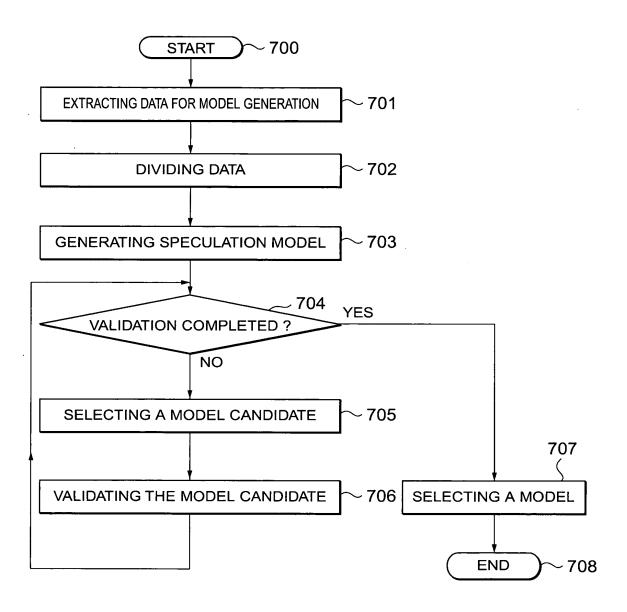


FIG.7



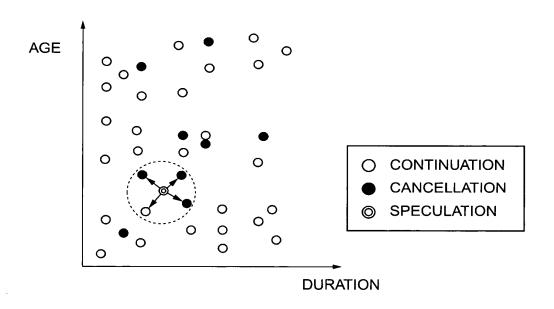


FIG.8



[DATA] MARCH

[RULE GENERATION ITEMS]

CONDITION ITEMS: OCCUPATION, PROFIT AMOUNT,

CANCELLATION, RESIDENCE

**CONCLUSION ITEMS:** 

[SEGMENT CONDITIONS]

AGE = 20~24 & GENDER = FEMALE & PROFIT AMOUNT =\$300 - \$400

FIG.9

| CUSTOMER<br>ID | CANCELLED CUSTOMER | SELECTION CONDITIONS                                           | AGE | PROFIT<br>AMOUNT |       |
|----------------|--------------------|----------------------------------------------------------------|-----|------------------|-------|
| 00036          | 1.0                | AGE = 20~24 & GENDER =FEMALE<br>& PROFIT AMOUNT =\$300 - \$400 | 21  | \$320            |       |
| 00302          | 1.0                | AGE = 20~24 & GENDER =FEMALE<br>& PROFIT AMOUNT =\$300 - \$400 | 22  | \$350            |       |
| 00421          | 0.98               | AGE = 20~24 & GENDER =FEMALE<br>& PROFIT AMOUNT =\$300 - \$400 | 20  | \$330            | • • • |
|                |                    |                                                                |     |                  |       |



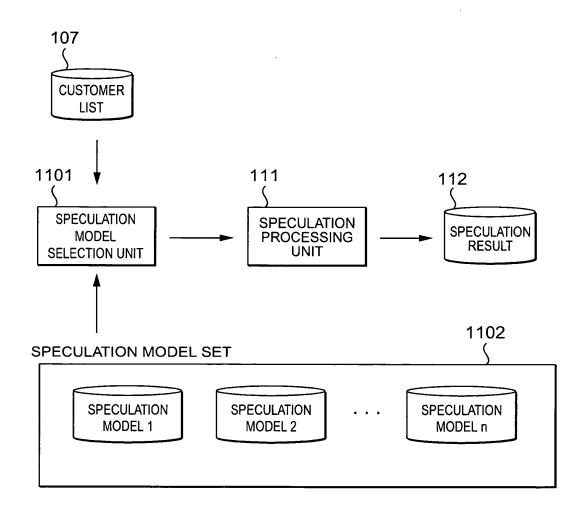


FIG.11



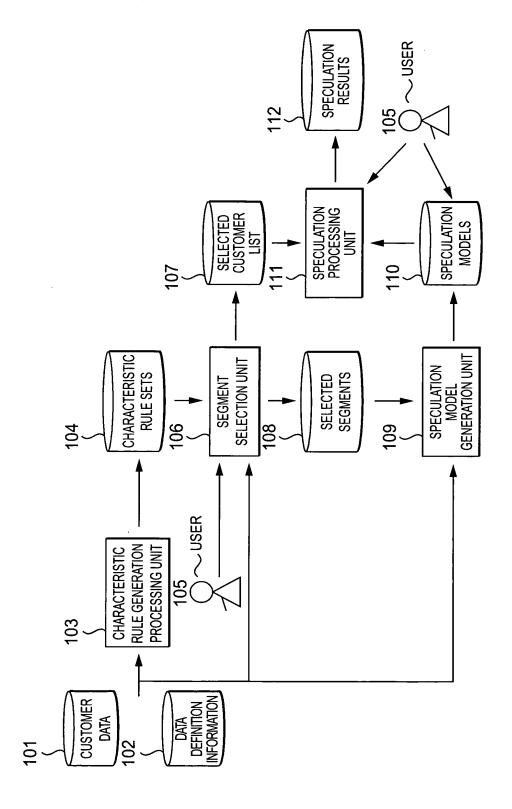


FIG.12